

BEIJING TODAY

COMMERCE



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Historical sights around the palace

As the city's central landmark and a symbol of imperial power, the Forbidden City is surrounded by numerous other structures that blend historic glory and modern street life.

Follow this week's walking tour through the capital's surrounding gardens and temples.

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New talent hunter aims small

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Mayizhaopin tracks down talent for small businesses

By BAO CHENGRONG
Beijing Today Staff

While 51job and Zhaopin.com are the top online recruitment agencies for China's larger enterprises, the market for small enterprise recruitment has remained largely untapped.

Li Yang hopes his Mayizhaopin, founded in February, can fill the niche.

Mayizhaopin bulk purchases the rights to release recruitment announcements and publishes notices about small enterprise openings on relevant websites. Applicants submit their resume through Mayizhaopin, which audits it before passing it along to the enterprise.

The company charges 299 yuan for each position it fills. While more expensive than Zhaopin.com, it promises micro-enterprises it can deliver 150 resumes within three months.

The company also helps small businesses to set up their own Applicant Tracking System (ATS) to interact with candidates and standardize their recruitment, screening and interview process.

Li screens all applicants to make sure they are suitable for the enterprise before passing them along. To test applicants' interest, Mayizhaopin asks them to follow its official WeChat page and upload a



video introduction.

Interest is an important factor in recruitment, especially in small enterprises, where employees may be expected to maintain their position for a longer period of time, Li said.

Candidates are sorted through keywords and weighted based on their past employment. For example, if the majority of applicants to one company have work experience in Baidu, then Baidu's employees will be moved to the front of the hiring queue.

Li said raw searching of the resumes only accounts for 1 percent of its algorithm, and that historical connections and trends weigh heavily.

Thus far, Mayizhaopin has had 400 clients, 180 of which published 210 positions. About 20 percent of the clients return to pub-

lish another opening.

Li said the biggest challenge for his team is to boost the recruitment approval rate.

As more graduates begin their careers in small and medium enterprises, websites like Mayizhaopin gain even more room to grow.

Although Zhaopin.com's annual best employer report in 2013 still showed a preference for state-owned enterprises, more than 45 percent of university graduates ended up working in private enterprises or individually-owned business, according to a 2013 report by MyCOS.

The low salaries in small enterprises may no longer be a weak point as fewer graduates are prioritizing their pay. Most graduates are concerned with finding an employer who uses fair hiring practices and respects their ability and contributions.

Xiaozhu.com brings escrow to the apartment market

By BAO CHENGRONG
Beijing Today Staff

Opening an apartment leasing website in 2014 may be a bold move. Many of the top leasing sites such as Airizu.com have shut down or posted significant losses during the past year.

But Chen Chi's Xiaozhu.com has attracted more than \$15 million in investment.

Unlike Airbnb, which often has tenants sharing a roof with their landlords, Xiaozhu.com only indexes vacant, individual housing units.

But the site had a slow beginning while Chen and his colleagues struggled to identify their ideal user.

After studying the business model of Airbnb with co-founder Wang Liantao, Chen found that Airbnb was also slow to build an index of housing units. Airbnb ultimately called on its core team to share their own homes and to visit their neighbors and friends to introduce the platform.



Inspired by Airbnb's case, Chen flew back to Chengdu to invite his friends to diner and to encourage them to share their rooms.

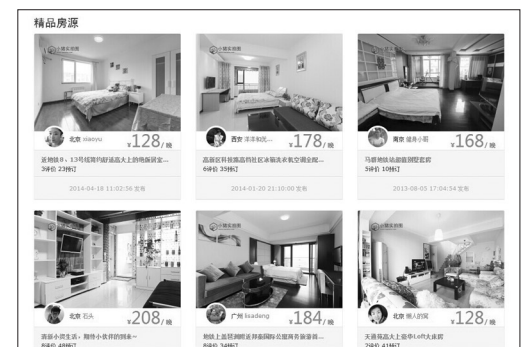
Chen and Wang quickly realized their ideal customers would be migrant workers. For renters concerned about fees and safety, Xiaozhu.com does a better job than its domestic competitors, Chen said.

While foreign housing sites often bind the user's account to a credit card and public identity on Facebook or Linke-

dIn, domestic sites lack a similar trust mechanism.

Xiaozhu.com is built like an escrow platform. To dispel its users' misgivings, staff at Beijing Quick Run Information Technology photograph all the units up for rent and require landlords to provide their identifying information.

Tenants pay for the apartment through Xiaozhu.com, which records their national ID and name. Fees are transferred to the landlord only after the tenant has lodged in



the house without complaint.

The company offers as much as 1 million yuan in property insurance. All apartment owners are compensated for any property loss or damage, said Wang Libo, marketing manager of Xiaozhu.com.

The website permits renters to sublet their unit. Landlords are classified as professional rent managers, intermediate brokers and business organizations. The first two account for 10 percent of the current user base on Xiaozhu.com.

Chen has expanded his business to 160 Chinese cities including Xi'an, Chongqing and Xiamen.

New mindset needed for sustainable education



By IVANA BEVERIDGE
Beijing Today Freelancer

Times are changing in the world of education. Even more students are traveling abroad each year, and the trend is set to continue. The number of students studying outside their borders is expected to triple by 2025.

Over the past three decades, the number of students enrolled outside their country of citizenship has increased more than fivefold. An estimated 300 million international students will be enrolled in universities worldwide by 2020, compared to 150 million in 2012, according to the most recent issue of the OECD's Education at a Glance 2013.

Asian students represent 53 percent of the foreign students enrolled worldwide. By 2025 they are projected to account for 70 percent of the global demand for international higher education. Presumably, the vast majority will be Chinese.

International education is increasingly seen by Chinese parents not merely as a prerequisite for upward social mobility, but as essential for bringing up a new generation who is competitive globally.

Chinese parents find themselves thrown into a maze of international education options, have to navigate vast networks of international schools and colleges. There, the idea of competition is very different from the one at home. It is in fact so different that it requires a mindset shift and



Chinese parents prefer their children to study at an international school or foreign college.

CFP Photos

acceptance that academic success is no longer enough.

Emotional and social intelligence is becoming the new yardstick by which leaders are measured at school and in the workplace, psychologist Daniel Goleman writes in *Working with Emotional Intelligence*. Social-emotional learning represents a part of education which links academic knowledge with skills important to academic and life success.

But accepting the notion that academic success is not enough presents a challenge for many Chinese parents.

Emotional issues have traditionally been considered as "soft" and secondary to the

traditional test-driven measurement metrics of academic success.

In the 1970s, longitudinal studies of Harvard graduates and foreign service officers by psychologist David McClelland found that nearly two thirds of the competencies essential to achieving and sustaining life success hinge on non-academic and non-cognitive skills and capabilities.

Ever since the publication of Goleman's first book on the topic in 1995, "emotional intelligence" has become a buzzword in corporate America. When the *Harvard Business Review* published an article on the topic in 1998, it attracted a higher percentage of readers than any other article pub-

lished in the last 40 years.

This reflects a shift of social attitudes from those of half a century ago, when rationality was interpreted as the pillar of human intelligence. Emotional Intelligence Quotient (EQ) has come to rival the previously dominant Intelligence Quotient (IQ). Underlying this new focus is the assumption that unlike IQ, EQ can be cultivated at any point in life.

The critical role that psychological and social aptitudes play in determining an individual's level of performance and success is now being widely recognized. Emotions are no longer viewed as ugly ducklings, but as invisible assets. It is recognized that they have great impact on knowledge, elevating our attention and contributing to understanding.

Advances in neuroscience over the past 10 years have confirmed that emotions are essential to rational thinking and to acceptable social behavior – not the counterpart of reason.

Before evaluating any academic paths that are being offered and hiring pricey consultants to plot an international educational path involving English test preparation, Chinese parents may want to explore programs focused on the development of these essential skills.

The choices they make now will have a much more profound effect on their children's future than just an admission to an international school, whether in China or abroad.

German businesses positive about future in China

By YANG XIN
Beijing Today Intern

German companies are increasingly confident in China's business environment according to a new survey by the German Chamber of Commerce.

The chamber's Business Confidence Survey 2014, released June 19, found that German mechanical and automotive companies reported high growth. Companies with fewer than 250 employees dominate the German business landscape in China and more than 50 percent have been operating for 10 or more years.

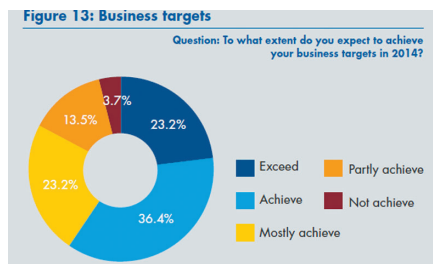
Despite slower economic growth, China remains the top market for German parent companies engaged in global business.

Some 34 percent of respondents said they had a favorable opinion of the Chinese government's recent investment reforms while 12 percent reported a negative opinion. Lothar Herrmann, chairman of the board of directors of the German Chamber of Commerce in North and Northeast China, said companies



German ambassador delivering remarks at the press release

Photos provided by the German Chamber of Commerce



Most German companies have confidence in achieving 2014 business targets.

with a negative opinion doubted the government's ability to follow through on reforms.

Top challenges for German business in China include rising labor costs, a shortage of qualified staff, weak intellectual property protection and sluggish Internet speeds: the last two have worsened considerably in recent years, the report said.

Businesses also noted that the influ-

ence of corruption has waned during the last three years.

German companies remain cautiously optimistic about China's economic conditions. Only 4 percent feared they would miss their business targets this year.

2014 saw the first German business expand to Wuhan. Chengdu and Chongqing may become the next key hubs of German business in China, according to the Business Confidence Survey 2014.

Speaking at the report's press release, Michael Clauss, German ambassador to China, recalled Chinese President Xi Jinping's visit to Germany in March. He said the countries would cooperate further in technological and social fields during the 2015 China-Germany Innovation Year.

"China's market mechanisms are still under restriction due to the sluggish pace of reform," Clauss said. "According to statistics from the Chinese Ministry of Commerce, FDI from the US, Japan and EU all declined in May, which suggests the Chinese government must urgently develop a more favorable environment for foreign business."

Political conflict casts shadow on Sino-Japan trade

By YANG XIN
Beijing Today Intern

The mood of Japanese businesses operating in China has slipped since last week's publication of the 2014 White Paper on Chinese Economy and Japanese Enterprises.

Released on June 18, the four-year effort collects and analyzes the problems Japanese enterprises face while operating in China.

The 375-page report is divided into three parts: common problems and major proposals, current situations and proposals for different industries and districts.

"We hope to enhance communication with the Chinese government on behalf of Japanese enterprises in China through the white paper," said Sawada Shinjiro, chairman of the Japanese Chamber of Commerce and Industry in China.

One major point of the white paper is appeal for fairness and equality in dealing with Japanese enterprises. Complaints about discriminatory regulation remain all too common, Sawada said.

Japanese investment in China has contracted considerably. The number of companies planning to increase their investment in China fell from 66.8 percent in 2011 to 54.2 percent last November, according to statistics from the Japan

External Trade Organization (JETRO).

The Chinese Ministry of Commerce has published a series of reports that resonate with JCCI. In an index of FDI in China, Japan ranked first in 2012 but dropped to second in 2013, ceding its position to Singapore. It has continued to decrease ever since.

FDI from Japan dropped by 42.2 percent during the first five months of 2014.

"Costs in personnel and procurement processes have seen a remarkable increase. Moreover, even though the Chinese government has made an effort to fight IPR infringement, the effectiveness has been limited as e-shopping continues to expand," said Tabata Yoshihisa, deputy chairman of JCCI in China and chief commissioner of the investment committee.

When asked about the influence of current political climate, Tabata said,

"It's impossible to deny the influence of worsening Sino-Japan relations on Japanese enterprises operating in China. After all, the reduction of Japanese FDI in China is consistent with the deterioration of bilateral relations."

JCCI remains more interested in building business ties than political ones, he said.

The chamber said it will distribute its white paper will be distributed to relevant Chinese governmental institutions in hopes of a positive reply.



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UK courts tourists with streamlined visa service

By YANG XIN

Beijing Today Intern

British Home Secretary Theresa May announced a change in UK visa services for Chinese travelers at an event hosted by UK China Visa Alliance (UKCVA) on June 16.

The UK pledged to reduce paperwork and red tape and to implement a new 24-hour visa service for Chinese visitors this August.

A pilot program, launched last year, allowed tour operators to use a single form when processing UK and Schengen visa applications.

Furthermore, the British Home Office announced that Chinese visitors will be

able to use an Irish visitor visa to travel to the UK starting this autumn, removing the need for a separate UK visa.

The UK and its European partners are discussing ways to streamline visa processing with Schengen arrangements to make trips to the UK even easier for Chinese visitors.

The UK is not the only European nation revising its visa service to win Chinese visitors. France launched a 48-hour visa service earlier this year and Italy cut the wait time for its visas to 36 hours. Germany and Belgium also began offering a priority service, which allows visitors to obtain a visa while remaining indoors.

UK tourism accounts for 15-20 percent of

the total European tourism market: its share is expected to rise to 40-50 percent after implementation of the new visa policy.

According to ctrip.com, a leading tourism website in China, UK tourism products are expected to have a 150 percent increase year-on-year.

The UK Visa and Immigration Office granted more than 290,000 visas to Chinese visitors in 2013-40 percent more than in 2012.

"The number of Chinese people coming to Britain to visit and do business is soaring. I want to make sure our visa system is as efficient as possible in welcoming tourists and business people from around the world," May said.

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CFP Photo

France celebrates anniversary with outdoor music

By YANG XIN

Beijing Today Intern

Jeune Chambre Economique Francaise has found a new engine to propel interest in the 2014 Festival Croisements: music.

As part of the citywide celebration of the 50th anniversary of Sino-French relations, Beijing Music Day 2014 was held on June 21.

Beijing Music Day is an extension of La Fete de la Musique, a French-based music festival founded by Minister of Culture Jack Lang in 1982. First introduced in Wuhan five years ago, it has expanded to Chengdu, Shanghai and Beijing.

Celebrated since 2012 and organized with the support of the French embassy, Beijing Music Day attracts about 6,000 participants every year. This year its events included an outdoor concert near Chaoyang Park with six artists. Jazz musician Clotilde Rullaud and folk singer Fusha were among the performers.

The outdoor concert was accompanied by shows in 30 venues around the Gulou area. The scattered performance venues allowed listeners to walk from show to show, discovering new venues and interesting artists.

"This was my second time participating in Beijing Music Day," said one of the audience named Pierre who has been living in Beijing for eight years. "I think it helps Beijingers to learn a bit more about international music."

"We invited approximately 60 bands and musicians for Beijing Music Day. We expect music mania to sweep the whole city," said Élie Rosenberg, director of JCI and organizer of Beijing Music Day.

La Fete de la Musique has been adopted by 110 countries and is expected to have events in more than 340 cities annually.



Photos provided by JCI



Historic sites around the Forbidden City

By YANG XIN

Beijing Today Intern

The Forbidden City has been a major landmark of Beijing's city center for 600 years. Whether you are out to study the pinnacle of Chinese imperial architecture or simply go sightseeing, this massive complex of buildings houses many historical secrets.

Outside the walls you can find another view that blends China's imperial glory and the street life of modern Beijingers. Our guide to the Forbidden City's surrounding area may help you discover more than you ever expected.



Wanshouxinglong Temple sheltered eunuchs after the fall of the Qing Dynasty.

During the imperial era, the four streets surrounding the Forbidden City were off-limits to ordinary citizens. Consequently, most of the structures built along the streets were either temples or the homes of noble families.

The streets offer a view of the turrets of the Forbidden City, and the view from the northeast corner is said to be the best panorama of its walls. More interestingly, several of the streets' buildings have been repurposed for modern city life as urban dwellings, schools or fitness centers.

Nanchang Street No. 81, formerly the civilian entrance to Zhongnanhai, the political center of the country, is currently closed to the public.

The Wanshouxinglong Temple lies at Beichang Street No. 39. Said to be built in the Ming Dynasty, the temple has more than 200 rooms and was used to house eunuchs at the end of the Qing Dynasty.

Past the Nanchizi arch is Changpu River Park, a recreational garden built along the Changpu River. The river feeds into the Forbidden City's moat and connects to the Outer Jinshui River further upstream. Many nearby residents frequent the park to practice Peking Opera or tai-chi.

Continuing north along Nanchizi Street will take you past many royal homes and the siheyuan of notable Beijing families.

The Pudu Temple is on the northeast-

ern corner Nanchizi Street. It was first constructed as Prince Dorgon's mansion during the Qing Dynasty and is one of the few remaining examples of classical Manchu architecture in the capital.

The Imperial Archive's Vault is another spot worth visiting on Nanchizi Street. Built more than four centuries ago, it was originally used to store the imperial archives. The vault door weighs several tons and is impossible for anyone to open on their own. To prevent fires, all the architecture in the vault was built of brick and stone without the use of any nails or wood.

Many of the old buildings have been leased by famous artists and designers for use as studios or curio shops. The Zhenguan Pharmacy is currently owned by Liang Dong, a cultural investor. Liang reportedly bought the yard to have a place for his private physicians.

For high-class jewelry designs, Wan Baobao's studio is worth a visit.

The four main streets connect to smaller hutong that were occupied by extended members of the imperial family. The names typically referred to what businesses stores engaged in: Denglongku Hutong produced flying lamps and Duanku Hutong produced silks. Today, these hutong house the studios of folk handicraft artists.

If you are touring on a clear day, try to find a place to watch the sunset over the Forbidden City. Choose a site higher than the horizon to watch how the shadows shift on the old walls.



Elders exercising in Changpu River Park



Changpu River Park



The Imperial Archive's Vault

CFP Photos



Culture



Learn Dracula at Kids Summer Theatre Camp

Participants between the ages of 6 and 14 will learn to perform Dracula, a stage production that includes drama, song and dance. Aspiring actors, singers, dancers and musicians are all welcome. Some English proficiency is required.

The camp lasts two weeks and meets every day from Monday to Saturday, July 14 to 26. Camp days begin at 9 am and end at 4 pm with a family recital on the last day. All camp members will be cast in the play. Student auditions and enrollment will be on July 13 at 10 am.

Where: Beijing Playhouse, Wangjing, 38 Liangmaqiao

When: July 13, 10 am

Email: performance@beijingplayhouse.com

Community

Wuhan International Game and Amusement Fair (GAF 2014)

The Wuhan International Game and Amusement Fair (GAF 2014), a special exhibition of the China (Hubei) International Cultural and Creative Industry Fair, aims to be China's largest and most influential event in this field.

Domestic and foreign companies attending the fair include Sega, Namco, Taito, UNIS, Sealy, Wahlap, Golden Dragon, Mecpower, Belrare, KN&U and Kidsland. The four-day event is expected to attract 50,000 visitors, including 1,000 overseas visitors from more than 20 countries.

Where: Wuhan International Expo Center, 619 Yingwu Avenue, Hanyang, Wuhan

When: July 5-8, 9 am-5 pm

Price: Free



Music

The World Underground Documentary sneak preview

John Yingling documents underground music scenes around the world. The idea is to capture a moment in time in independent music scene, release the film online and archive its audio. The World Underground, his archive of global sounds, is free to all.

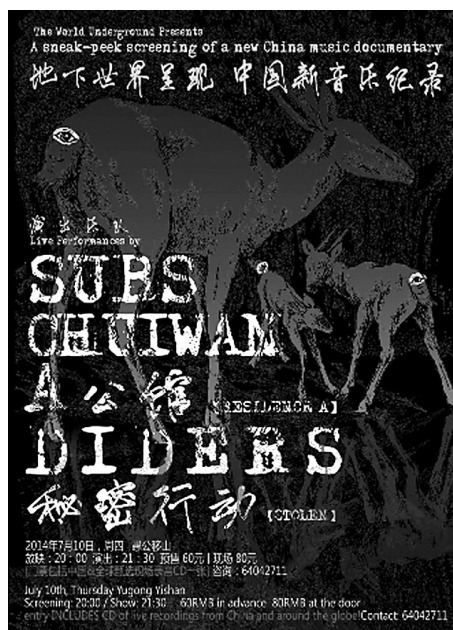
Last year Yingling spent two months in China following P.K.14 on tour, with stops in Guangzhou, Chengdu, Beijing and Wuhan. The result is a compelling cross-section of independent music across Asia based on interviews with more than 30 bands.

The film is slated for a late summer release, but Yugongyishan is proud to host a special sneak-preview with live performances by Subs, Chui Wan, Residence A, Diders and Stolen.

Where: Yugongyishan, 3-2 Zhangzizhong Lu, Dongcheng District

When: July 10, 8 pm-midnight

Price: 80 yuan (60 presale)



Dining

Ice Cream Social at The Schoolhouse by the Mutianyu Great Wall

Make your own sundae, banana split or ice cream float at our Ice Cream Bar. A big bowl or mug of our scrumptious homemade ice creams and sorbets is only 36 yuan. Choose your own toppings and sodas.

Where: The Schoolhouse at Mutianyu Great Wall, 12 Mutianyu Village

When: July 6, 11 am-4 pm

Price: 36 yuan



Art

Xie Qi: New Works solo exhibition

Xie Qi's works were previously exhibited at Pékin Fine Arts as part of the group exhibition "Why Paint?" last year. Xie is a full-time artist and graduate of the Central Academy of Art and Design.

In this series of oil paintings, Xie implicitly reworks the notion of "money" in China, amplifying and embellishing details gleaned from yuan notes. The specificity of her subject painting recasts the currency with an aura of allure and

mysterious aesthetic appeal.

Multi-colored and richly layered via her adept brushwork, Xie's newly "minted" money paintings are quite literally endowed with an even greater power to seduce.

Where: Pékin Fine Arts, 241 Caochangdi Village, Cuige Zhuang, Chaoyang District

When: July 8, 10 am-6 pm

Price: Free

Taipei mayor visits Beijing to promote Shopping Festival

When Zhang Zhijun, director of the Taiwan Affairs Office of the State Council, stepped onto Taiwan for the first time at the end of June, Taipei's mayor Hao Longbin began his tour of Beijing.

But while Zhang is seeking to communicate with Taiwan's people at the grassroots level, Hao has more commercial objectives.

Hao hopes his visit will heat up excitement for the Taipei Shopping Festival 2014, one of the cornerstones of the Beijing International Tourism Expo 2014.

The festival begins in Taipei on August 1. As one of the Top 20 global tourism cities and the most popular with both international travelers and overseas Chinese areas, Taipei enjoys a great shopping environment and high-quality products.

Supported by Taipei's 10 largest department stores, Top 10 business circles, 100 unique shops and 2,880 other stores, the festival will offer tourists preferential treat-



Taipei Mayor Hao Longbin lead locals to visit the Taiwan Pavilion.

Photo provided by Department of Information & Tourism, Taipei City Government

ment through September 15.

Tourists who check into any of Taipei's six designated hotels will enjoy

free shuttle service. Those who arrive at Taoyuan International Airport will also have the opportunity to get a

NT\$100,000 (20,800 yuan) shopping coupon and free guide book.

The city's bus and subway networks complement bicycling and walking to make transportation convenient for shoppers. "Taipei's civilians are nice and polite. The distinguished civil awareness of civilians makes Taipei a charming city," Hao said.

The mayor recommended tourists to take YouBike, the convenient public bike system of Taipei. "This is the most popular and convenient transportation tool," he said.

Hao also told mainland media that the Taipei municipal government will take part in the 25th Hong Kong Food Expo on August 14 and the 2014 Taiwan Trade Fair of Beijing on November 7. Visitors to these events can sample Taipei's beef noodles, pastries and various night market snacks.

The Taipei Food Exhibition will be held from September 19 to 22 and is courting tourist participation, Hao said.

(By Shu Pengqian)

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